



PUBLISHED WEEKLY

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, DECEMBER 13, 1918.

VOL. XIII, NO. 11

## GLORIOUS WORK

The Sierra Madre Chapter of Red Cross Makes Wonderful Showings

The Ladies Are To Be Congratulated and Honored for Tireless Efforts

We were permitted to go through the reports of the various committees of the Sierra Madre Chapter of the American National Red Cross and was truly astonished at the magnificent work they have accomplished during the year ending November 1, 1918.

## Report of Relief Committee

Fifteen boxes have been packed containing 766 adult and 1203 children's garments and 134 comforts making a total of 1963 garments. Four of these boxes went to the Belgian Relief; three to the French Relief and five to the Italian Relief.

A box containing 200 adult and 100 children's garments with 18 comforts was sent on the first Relief ship which went over seas in the spring. During the week of the drive for refugee garments 1500 pounds of clothing was packed and sent under the leadership of Mrs. Hill. We have had donations during the year to the amount of \$13.00. Five dollars from the primary class of the Congregational church, which was turned into the chapter treasury. Five dollars from a friend and three dollars from the Modern Pricillias. We have sold \$5.10 worth of cast-off. Two pairs of shoes at \$2.00 a pair, and other goods. Four dollars through Mrs. Hill's efforts. A food sale was also held making \$3.75.

We have spent \$11.60 for materials, leaving a balance of \$13.05.

Respectfully submitted,  
HULDAH INGRAHAM,  
ELIZABETH NOURSE,  
CORA CARHART,  
Committee.

## Knitting Room Committee

The Knitting Room committee report in totals shows an output of garments exceeding in quantity that of many cities twice the size of Sierra Madre.

Socks—1239 pair.

Sweaters—189.

Helmets—142.

Mufflers—54.

Wristlets—81 pair.

Mrs. F. Kimball,

Mrs. R. H. RICHARDSON,

Mrs. WM. P. DENNISON,

Miss J. M. SCOTT,

Committee.

## Subscriptions

The subscribers to the Second Red Cross War Fund numbered 785, to which should really be added practically all of the school children and many other unidentified contributors to the Lawrence Memorial Fund.

The total amount subscribed was \$7,114.25 which is over \$300 more than the first War Fund, which finally reached \$6,811.80, and was all collected except \$19.75.

This year \$1991.50 was in pledges.

At the end of October there has been collected \$6,057 in cash and \$950 in Liberty Bonds, a total of \$7007. This leaves but \$107.25 still due on pledges which is about the same proportion as last year at similar time but we expect to collect all but about \$15.00.

The most pleasing feature of the campaign was the wonderful support given by the people of moderate means.

There was only one subscription of \$500, eleven of \$100 each, eight of \$76 and eighteen of \$60 each, making a total for these 38 largest subscriptions of \$3100.

## GEN. PERSHING ON WORK OF RED CROSS

Gen. Pershing says: "In giving prompt and efficient relief the Red Cross has won the eternal gratitude of millions of people. The armies of France, from commanders down, testify to the great good it has accomplished."

Ten million people in occupied Belgium and France are kept warm with clothing gathered by the American Red Cross.

In amounts between \$10 and \$50 there were 63 subscriptions for a total of \$1345. In sums of \$10 or less there were 684 recorded subscriptions amounting \$2669.25 or just three-eights (37 1/2 per cent) of the total raised. There were 211 subscriptions of \$5 each.

Another interesting fact was that the 155 subscriptions as pledges averaged \$13.21 each while the 630 all cash subscriptions averaged \$8.04.

The average for all subscriptions was \$9.06 each.

C. W. JONES,  
President.

## Membership Report

Members October 31, 1917 numbered 508. December membership drive brought in for the month 381 new members.

The treasurer now reports 898 but many of these should be dropped as some have left town and not renewed for 1919.

C. W. FORMAN,  
Chairman.

## CARGO OF SUPPLIES GOES TO ARCHANGEL

Red Cross Sends Relief Ships for Allied Soldiers and Civilians in Starving Russia.

A relief ship was recently sent from this country to Archangel by the American Red Cross with 4,600 tons of drugs, food, soap and other supplies for the use of the Allied soldiers and needy civilians in that part of Russia. The vessel's cargo was valued at \$1,511,233.

Later, another ship was dispatched carrying 200 tons of similar supplies furnished by the American Red Cross, the total expenditure for the two shipments amounting to over \$2,000,000.

Major C. T. Williams of Baltimore was in charge of the party of thirteen which accompanied the shipment from this country. He was formerly a member of the Red Cross Commission for Roumania. Major Kirkpatrick, at one time a member of the latter commission, but recently attached to the Army Medical Corps, heads the medical end of the Archangel expenditure. Drugs and general hospital supplies constituted the greater part of the cargo sent from America.

While the chief concern of the expedition was providing comforts for American and Allied fighting men in that part of the world, all efforts were bent to get relief to the Russian soldiers who were returned from German prison camps at the rate of about 15,000 a week. The condition of these men was pitiable. It has been estimated that 90 per cent. of them were tubercular.

In addition to drugs and food, almost every imaginable article on the list of supplies sent over was for the comfort, convenience and pleasure of the Allied soldiers. Just a few of these articles were playing cards, razor blades, jewsharps, mandolins, accordions, skates, wigs, whiskers, grease paints, footballs, snowshoes, slippers, hockey outfits, indoor baseballs, moving picture outfits, Bibles, prayer books, boxing gloves, games, music, books, cigarettes, candy and dried fruits.

The need of prompt relief for the inhabitants of towns along the coast of the White Sea and on the Kola peninsula, many of whom were facing starvation, was found to be imperative. Scurvy had broken out among the people at these places, adding to the general distress.

The towns to which the relief expedition was sent are virtually isolated from the outside world because of the treacherous coast line, shifting sand bars and uncharted waters. An exceptionally early frost, even for that part of the world, ruined the harvests, which were expected to improve conditions. Statements, printed in Russian, explaining the work of the Red Cross, were distributed among the inhabitants.

## The President's Message



To the American People:

"One year ago 22,000,000 Americans, by enrolling as members of the Red Cross at Christmas time, sent to the men who are fighting our battles overseas a stimulating message of cheer and good will. They made it clear that our people were of their own free choice united with their Government in the determination not only to wage war with the instruments of destruction, but also by every means in their power to repair the ravages of the invader and sustain and renew the spirit of the army and of the homes which they represented. The friends of the American Red Cross in Italy, Belgium and France have told and will tell again the story of how the Red Cross workers restored morale in the hospitals, in the camps and at the cantonments, and we ought to be very proud that we have been permitted to be of service to those suffering and whose glory are the heritage of humanity.

## Message of Peace

"Now, by God's grace, the Red Cross Christmas message of 1918 is to be a message of peace as well as a message of good-will. But peace does not mean that we can fold our hands. It means further sacrifice. We must prove conclusively to an attentive world that America is permanently aroused to the needs of the new era, our old indifference gone forever.

"The exact nature of the future service of the Red Cross will depend upon the program of the associated governments, but there is immediate need today for every heartening word and for every helpful service. We must not forget that our soldiers and sailors are still under orders and still have duties to perform of the highest consequence, and that the Red Cross Christmas membership means a great deal to them.

## Assurance Needed

"The people of the saddened lands, moreover, returning home today, where there are no homes, must have the assurance that the hearts of our people are with them in the dark and doubtful ahead. Let us so far as we can, help them back to faith in mercy and in future happiness.

"As president of the Red Cross, conscious in this great hour of the value of such a message from the American people, I should be glad if every American would join the Red Cross for 1919, and thus send forth to the whole human family the Christmas greeting which it waits for which it stands in greatest need.

(Signed) WOODROW WILSON."

## LLOYD GEORGE ON HELP OF RED CROSS

D. Lloyd George, Prime Minister of England—"The work done by the American Red Cross, not only in succoring the wounded, but in sheltering and saving women and children in all the countries stricken by the war is beyond all computation."

## AVIATION OFFICER KILLED

A mantle of gloom enveloped our neighboring city of Pasadena Sunday when word was received at 2 p. m. that one of her soldier sons, Lieut. H. N. Chaffee, together with a companion officer had fallen with his airplane to their death, at Los Angeles.

The funeral was held at the Chaffee home, Wednesday.

Lieut. Chaffee was stationed adjoining the balloon field just south of this city and his plane circling over the town daily was a familiar sight. Our people extend sincere sympathy to the bereaved parents.

After January 1st, the man or woman who has not the right to wear the Red Cross button will be a reproach to the community.

The Army and Navy forever and the American Red Cross a little longer.

Don't think that one dollar is all you can spend for a Red Cross membership; you can go as high as \$100 if you wish and have the dough-re-me.

## AMERICANS FIGHT GERMS IN ITALY

Tuberculosis Experts Sent by Red Cross Will Use Latest Methods.

Included in the unit of medical and lay workers which the American Red Cross has sent to Italy are a number of the leading anti-tuberculosis workers of the country, sponsored by the National Tuberculosis Association. Dr. William Charles White, who heads the unit, is medical director of the Tuberculosis League of Pittsburgh, and Dr. Robert H. Bishop, the assistant director, is secretary of the Anti-Tuberculosis League of Cleveland as well as health commissioner of that city. Dr. John H. Lowman of Cleveland, a former president of the National Association, is another prominent member of the unit. Others are Dr. Robert G. Patterson, secretary of the Ohio Tuberculosis Association; Seymour H. Stone, until recently secretary of the Massachusetts Anti-Tuberculosis League; Dr. Gerrit Sturgis, secretary of the New York City Association of Tuberculosis Clinics, and N. A. Nelson, superintendent of the Cincinnati Anti-Tuberculosis League.

These men and women, at the request of the Italian government, will co-operate with that country in applying the latest approved American methods for combating the spread of tuberculosis. Some of them will be charged with the establishment of clinics where people of all ages may be examined and treated; others will devote their attention particularly to preventing tuberculosis among children; and a third group will develop health publicity and education.

It is to the credit of the anti-tuberculosis campaign in America that it has produced specialists of such international standing that Italy wishes to call them into her service temporarily. But the campaign will be continued unremittingly here at home. Its support during the ensuing year will be derived not as heretofore from the sale of Red Cross Christmas Seals, but by a special appropriation made by the Red Cross to the National Tuberculosis Association. Tuberculosis workers on their side will line up with the Red Cross in its Christmas Roll Call for universal membership.

## CONTEST FOR THE JUNIORS

A special feature during the Red Cross Christmas Roll Call will be a Junior Red Cross Four-Minute Men Contest on "Why You Should Join the Red Cross." The contest will be similar to those previously conducted by the Division of Four Minute Men of the Committee on Public Information. It will be held on Friday, December 20th, in all of the School Auxiliaries, and friends and parents of the pupils will be urged to attend.

## THE FIRST GUN

Red Cross Christmas Roll Call Campaign Starts Today  
—All Join

Every Effort Will Be Made To Enroll Every Man, Woman and Child

Boom! Boom!! Whoop! Hurrah! Whoop!! We're off in a bunch in our shirt sleeves. Everybody is urged to join in this campaign to make Sierra Madre 100 per cent in Red Cross membership.

Next Monday morning is the beginning of the period designated by the National Committee in which to JOIN and right now is the time to decide to buy a membership for every member of your family.

You did not go to the front and suffer the hardships of camp and trench life; you did not sacrifice your business or job, nor leave your family. No, you were permitted to remain here and enjoy the comforts and pleasure of a good home with three big meals a day. Does three, four, five or even ten dollars (if you have a large family) seem like an "overcharge" for these blessings? And don't forget the boy over there—buy a membership for him too. Don't you think he will like it when you present him with his certificate and the little Red Cross button? And won't he be proud to "belong?" You bet he will. Did he write and tell you how he hates the Red Cross? Not on your life he didn't.

The Red Cross work is now more urgent than ever and the money to keep it going more necessary. You'll be ashamed to be a slacker in this cause for humanity. Do your duty and do your FULL duty.

Next week the town will be covered by eighty volunteer solicitors and every home will be asked to "join the whole family."

A heart it is said  
And a dollar a head  
A membership added  
To the Cross that it Red.

If you joined the Red Cross before last September, your membership expires with this year—join again. If you joined since September, join again anyway.

## WHAT BIG MEN SAY

Senator James D. Phelan—"There could be no stronger appeal at this time to the American people than that which is made in the name of humanity to relieve the suffering of those who are willing to offer their lives for us."

Lord Northcliffe—"Outside the military command itself, the Red Cross must take up the burden of seeing us through and alleviating the horrors a ruthless foe has added to the unusual sufferings of war."

Don't think you have fulfilled your duty when you join the Red Cross, Mr. Man, but buy a membership for your wife, too. (In families where the wife is boss, please transfer the above.)

## BENEVOLENT CHRISTMAS FUND

Christmas is approaching—although we have been asked to donate so liberally to many worthy causes, let us not forget our own in Sierra Madre. The people who wish to give clothes, groceries, or grocery orders or money to the needy families, please remit the same to, or notify Kate Brewington, at the City Nursery. Phone Green 125.

Universal membership for the Red Cross.

# CANYON GROCERY

REFRESHMENTS,  
CIGARS  
CANDY, ETC.

Tourist Trade a Specialty  
Fat young rabbit friers—  
dressed while you wait.

Entrance to Canyon

C. E. CHANTRY

# Mt. Wilson Coffee Parlor

REFRESHMENTS and CANED GOODS

HIKERS LUNCHES A SPECIALTY

At the End of the Car Line

J. A. SAENGER

## BIRTHDAY DINNER

A delightful birthday dinner was given at the home of Mrs. S. K. Lessley in honor of her thirty-sixth birthday on Friday, December 6th. The guests present were Mr. and Mrs. Fred Roess and children, Mrs. Anna Tinker, Mr. and Mrs. T. Moore and little daughter, Mr. and Mrs. T. Henderson, Mr. and Mrs. J. Williams, Mrs. Johnson and daughter R. B., Mr. and Mrs. James Barnes. The birthday cake was decorated in yellow and green and was presented by Mrs. Roess. The evening was damp and drizzling but in spite of the weather the dinner was a grand success.

## AUTOMOBILE ACCIDENT

Last Wednesday as Arthur Johnson Jr., accompanied by his wife and father, Mrs. S. M. Karicofe and Miss Ella M. Decker, was driving to Riverside they were run into by another machine, head-on, and both machines partially demolished. Mr. Johnson, Jr. suffered a sprained arm, an ugly scalp wound and a wrenched side. Mr. Johnson, Sr. wrenched shoulder and body bruises, Mrs. Johnson hand painfully injured, (but X-ray shows no bones broken) and wrenched side. Miss Decker a broken collar bone and bruises. Mrs. Karicofe severe scalp wound

broken finger and nervous shock.

It seems that Mr. Johnson was about to meet two automobiles, just beyond Pomona, the first approaching being driven by C. R. Rhyan and the one following him by Mr. N. L. Moran, both of Riverside. Just before they met, Moran started to run around Rhyan, and Johnson to avoid a smash, turned to the right clear off the roadway into a field clearing the road for both opposing machines to pass. Mr. Moran, however, evidently lost his head, as, it is reported, turned off the road also and the collision resulted. None of the

## DR. KEITH M. WALKER

Optometrist

Eyes tested and broken lenses repaired.

Examination by appointment.

Phone Red 142

263 West Highland Avenue

occupants in his car were seriously injured.

Mr. Rhyan helped load the injured people and took them to the Pomona hospital where they received treatment and telephoned for Mr. C. J. Pegler of this place who made a record run in his machine, and brought all of the patients home except Mrs. Karicofe who, on account of her nervous condition could not be moved.

A visit by a News reporter to the Johnson home yesterday revealed the fact that all of the injured parties were doing nicely and that Mrs. Karicofe will be brought home in a day or two. Every member of the party feels thankful and grateful that they were not killed outright.

The Automobile Club of Southern California will adjust and determine the responsibility for the accident.

## DIED

We regret to report the death of Ernest V. Wilson, last Monday. Funeral was held from the Gay Undertaking rooms yesterday afternoon. Mr. Wilson had been a resident of this place for seven years and was formerly in the jewelry business here. The News joins his many friends in extending sympathy to the bereaved widow and little daughter.

Mr. H. A. Hollister, who has been visiting his mother, Mrs. L. A. Hollister of S. Lima street, left last week for San Francisco where he will remain permanently.

## JOIN the Red Cross

Lieut. E. J. Sperry, of Camp Kearny, was the guest of Mr. and Mrs. R. R. Hartman and the Misses Preston on Thursday of Misses Preston Thursday and Friday of this week. Lieut. Sperry was mustered out of the service on Wednesday and will return to his home in Seattle the last of the week.



## Make this a Red Cross Christmas

The happiest, merriest Christmas the world ever knew is almost here. But in the rejoicings of peace and freedom there is one note of seriousness, that America must not forget—there is misery and distress and sickness in war-torn Europe. Relief must be given. The work of the Red Cross MUST go on. And to carry on, the Red Cross MUST have the support of your membership.

## Join the Red Cross

*—all you need is a heart and a dollar*



## This used to be the Bridge Club

—and many a jolly afternoon they had, too, with their aces, and hearts, and jacks, and trumps.

Then the war came!

Brothers, husbands, sons, sweethearts left home to be aces of the air, jacks of the navy or trumps of the American Army.

The afternoon meetings continued—but the scenes changed to Red Cross workrooms. And serious, busy fingers of hundreds of thousands of patriotic American women worked day in and day out to alleviate the suffering of their loved ones, and yours, too, who responded so gallantly to the country's needs.

They gave their time, and energy, and

## Join the Red Cross

*—all you need is a heart and a dollar*

# A MERRIER CHRISTMAS



Will be experienced, a clearer conscience will be obtained and a heavier pocketbook will be retained if you buy your

## Christmas Candies and Nuts

of us. The prices will net you a saving—and your money will stay at home in Sierra Madre.

Groceries and Meats as usual are fresh and pure.

## SPECIALS FOR SATURDAY ONLY—

Best Creamery Butter, the pound	69
Swift's Premium Oleomargarine, pound	40
Fresh Walnuts, No. 1, the pound	30
Ginger Snaps, the pound	19
Dried Lima Beans, the pound	14
Tomatoes, the can	14

## CASH BEATS CREDIT

## Sierra Madre Depart'mt Store

S. R. NORRIS, Prop.

Phone Black 12

291 W. Central Ave.

## Appropriate Christmas Gifts

FANCY CANDY, TOILET ARTICLES

PERFUMES,

CIGARS and SUNDRIES

## Sander Drug Store

Your Patronage Solicited

## Fern Lodge

Camp in the famous Big Santa Anita Canyon. Daily pack train from Sierra Madre to Fern Lodge. Pack and Saddle horses and Burros.

JOHN BOYD & SONS

152 N. Mt. Trail Sierra Madre

## GROCERIES

### CASH AND CARRY STORE

Because we do not keep books nor deliver goods and are outside the business district, we can sell goods cheaper and give our customers the benefit. Our groceries, canned goods fruits and vegetables are pure and fresh.

## TERACE GROCERY

Corner of Sturtevant Road and Mountain Trail



## PERFECTION OIL HEATER

SIERRA MADRE HARDWARE CO., Sierra Madre  
G. C. Coleman, Spcl. Agt., STANDARD OIL CO., Monrovia

## SIERRA MADRE

At the Foot of Mt. Wilson  
in Southern California

### SOME OF THE THINGS THAT HELP MAKE LIFE WORTH LIVING IN SIERRA MADRE.

Population (estimated) 1700. Area of city four square miles. High grade natural gas service. Electricity for light and power. A paradise for the nature lover. Beautiful homes in great variety. 5-cent fare to Pasadena high school. Thirteen miles of tamped oil paving. Minimum fogs, frost, wind and mud. Universal express and telegraph service. Third class post office, free mail delivery. Community band, free open air concerts. Matchless views of mountains and valley. Beautiful settings for many more homes. Elevation 800 to 1400 feet above sea level. Free municipal library with fine book list. Well established and well housed churches. Average annual rainfall more than 25 inches. Banks, newspaper and modern business houses. Board of Trade at work for better community. Telephone exchange connects with all systems. Pure and abundant water supply, municipal system. Fine school facilities, from kindergarten to highschool. Clubs and fraternal organizations for men and women. Fine soil and climatic conditions for fruit and flowers. Well-kept mountain trails afford the shortest routes to the most interesting portion of the forest reserve. At the foot of Mt. Wilson Trail, leading to the Carnegie Solar Observatory, greatest in the world. Two miles from and overlooking the Arcadia Army Balloon School.

### TO REACH SIERRA MADRE

**By Trolley**—Take Sierra Madre cars leaving hourly at Pacific Electric station, Sixth and Main, Los Angeles. The scenic ride is the most beautiful on the P. E. system. From Pasadena, take Lamanda Park car and change at Lamanda Park Junction.

**By Auto**—From Los Angeles, take North Broadway or Mission Road to Huntington Drive, follow as far as Lamanda Park Junction, east on Colorado Street to Santa Anita, north to Foothill Boulevard, east to Sierra Madre Avenue, north to Central Avenue, Sierra Madre.

### IDEAL HOME COMMUNITY

Sierra Madre's peculiar charm has been felt and praised by nearly everyone who ever visited or lived here. Many factors combine to make the charm potent—the sense of exaltation in life on the heights; the inspiring views; the invigorating air, kept pure by currents moving continually up and down the foothill slope; the feeling of intimacy with the nearby mountains; the ease with which a love for outdoor life and recreation is gratified; the great variety of available homesites; the conveniences of the city with all the joys of life in the country.

It is as a home community that Sierra Madre claims pre-eminence. Here you can have a small house and lot, a larger place with fruit and a garden plot, or acres with an orchard. Everything grows well here and Sierra Madre has suffered less from frost than any other community in the citrus region.

No community has a higher type of citizenship. Socially and morally Sierra Madre ranks high. There is a cosmopolitan population recruited from all over the world, a fact of keen interest to many people. "Over the top" a community habit in patriotic efforts. Pioneer Red Cross chapter which won silver cup in national membership contest.

COME AND SEE SIERRA MADRE FOR YOURSELF

## HELP BRAVE BELGIANS DRIVE OUT ENEMY

American Red Cross Aids With Supplies and Comforts in the Equipment of Valiant Army.

IT is particularly interesting to Americans to know the tremendous work which the American Red Cross has done toward relieving distress in Belgium. Among the many things done for King Albert's gallant little army by the Red Cross the following are a few:

It established a dining room and reading and writing room at the warehouses in Le Havre.

It gave a plate and a bowl to 6,000 munition workers in — to use at their meals.

It fitted up recreation rooms for workers at munition plants.

It installed a co-operative restaurant for the military personnel of the Maritime Agency at Le Havre.

It installed shower baths and a barber shop for the army garrisons in Le Havre.

In army training centers the Red Cross gave household comforts, phonographs, games, etc.

It established a dormitory for 200 men at the Home for Permissionaries at Calais.

It established a canteen and library at Calais.

It established another canteen for the personnel of sanitary trains.

It gave material and games for a canteen for the personnel of the naval base at —.

It gave the same for a canteen for the personnel of Belgian seaplane units.

It equipped a mess for the personnel of the unit at Calais.

It gave tents, canteens, reading rooms and shower baths for the personnel of the Bourbough bakery.

It organized dining rooms for searchlight companies and artillery batteries having fixed canteens, and installed shower baths in them.

It distributed 60,000 enamelled plates and cups for soldiers in the trenches. It gave prizes for organized athletic tournaments.

It sent presents to each man decorated for bravery. These presents are usually cameras, pipes, fountain pens and such. Up to now this work has only applied to the infantry.

The Red Cross provided the apparatus and films for cinema shows. Eight thousand soldiers see them every day.

It supplied books for all soldiers.

It installed a recreation and writing room at the large canteen at La Panne.

It presented to every infantry and cavalry regimental surgeon a medical traveling case, holding a set of medical instruments for field service.

This work required an appropriation of approximately 1,250,000 francs.

Straight from the front is this comment of a Belgian colonel. It was made recently while he was sitting in his dugout, talking of the work of a canteen for which the American Red Cross had just provided quarters on very short notice.

"One live demonstration like this is better than a year of talk."

American Red Cross has erected a barracks at Dijon, France, to serve as a day nursery for the children of the French women who work in the United States Army camouflage factory.

## CANTEENS SERVING U. S. TROOPS IN ITALY

The American Red Cross canteens, which serve at railroad stations, important points on highroads, and in towns and villages throughout the Italian zone of war, are now serving American troops. These canteens have been operating during the past six months for the benefit of the Italian army and its allies, greeting the soldiers in their passage from one point to another with coffee and American crackers and jam. But it is only recently that the khaki-clad fighters from across the sea have been added to the number of those served at the Red Cross rest stations.

### NOTICE TO WAR WORK CAMPAIGN SUBSCRIBERS

The local committee has made arrangements, whereby payments due on pledges to the United War Work Campaign can be paid at the First National Bank, Sierra Madre.

Subscribers are requested to bring their copy of Pledge Card when making payments.

As indicated by copy of pledge card, payments on pledges become due as follows:

One-third on Dec. 2, 1918.

One-third on Jan. 15, 1919.

One-third on March 1, 1919.

The General Committee would greatly appreciate payment in full whenever the subscriber can conveniently do so.

ARTHUR JOHNSON, Jr.,  
District Chairman.

## The Red Cross Ready for Peace

THE following message has been telegraphed by the War Council of the American Red Cross to each one of the 3,857 chapters:

"On February 10th, last year, nearly six weeks before the United States declared war, National Red Cross Headquarters advised its chapters to prepare for war. That which has followed in the record of the Red Cross in helping to win this war and to relieve the suffering growing out of it, constitutes something of which every American citizen has a right to be proud. Every American Red Cross worker must feel a sense of gratitude in having had a share in it all."

"The moment is now come to prepare for peace. Until peace is really here and our soldiers home there can be no relaxation in any Red Cross effort incident to active hostilities."

"But even with peace, let no one suppose that the work of the Red Cross is finished. Millions of American boys are still under arms. Thousands of them are sick and wounded. Owing to the shortage in shipping, it may take a year or more to bring our boys home from France. But whatever the time, our protecting arms must be about them and their families over the whole period which must elapse before the normal life of peace can be resumed."

"Our soldiers and sailors are enlisted until the Commander-in-Chief tells them there is no more work for them to do in the war. Let every Red Cross member and worker—and this means both men and women—show our returning soldiers and sailors that to care for their health, welfare and happiness we are enlisted for no less period than they are."

"The cessation of war will reveal a picture of misery such as the world has never seen before, especially in the many countries which cannot help themselves. The American people will expect the Red Cross to continue to act as their agent in repairing broken spirits and broken bodies. Peace terms and peace conditions will determine how we may best minister to the vast stricken areas which have been harrowed by war, and for this great act of mercy the heart and spirit of the American people must continue to be mobilized through the American Red Cross."

"On behalf of the War Council, we accordingly ask each member of our splendid body of workers throughout the land to bear in mind the solemn obligation which rests upon each one to 'carry on.' We cannot abate one instant in our efforts or in our spirits. There will be an abundance of work to do, and specific advices will be given, but even at the moment of peace let no Red Cross worker falter."

"Our spirits must now call us to show that not the roar of cannon or the blood of our own alone directs our activities, but that a great people will continue to respond greatly and freely to its obligations and opportunity to serve."

## An Electric Washing Machine Is a War-Time Necessity

¶ The Government has placed its approval upon the purchase and the use of electric washing machines. They consume a minimum amount of power at a low cost and save clothes, time, labor and fuel.

¶ Housewives, by using electric washing machines and electric irons, can do two days' work in one—and thereby save another full day for other things.

¶ Ask your electrical contractor for full particulars regarding the electric washing machine and other war time saving electrical appliances.

The Work of the Red Cross must go on

Work, the Red Cross

Dislike cities

Tea, the Red Cross

Dislike sun sick

Tea, the Red Cross

Dislike sun disease

Tea, the Red Cross</p

## THE SIERRA MADRE NEWS

J. F. WHITING Editor and Publisher  
An Independent Newspaper devoted to the dissemination of local news and to the development of Sierra Madre

PUBLISHED EVERY FRIDAY  
Subscription \$2.00 Yearly, in Advance  
Single copies 5 cents; 50 cents a dozen

Entered as Second Class Matter at the Post Office at Sierra Madre, Cal.  
Offices Room G, Kersting Place, Opposite Pacific Electric Station  
Telephone Black 42 (Either System)

OFFICIAL NEWSPAPER OF THE CITY OF SIERRA MADRE

## GREETING

I had prepared a nice long "satury" to head this column this first week of my editorialship, but the Red Cross has crowded it out—and I'm glad of it for it is of far greater importance than the words I had joined together.

J. F. WHITING.

## JOIN.

Our regular subscribers, as well as everyone else in Sierra Madre, will receive their copy of the News this week, delivered by the Boy Scouts instead of the mail carrier. This plan is necessary this week to avoid duplication.

## Shoe Economy

Shoe economy does not depend entirely upon the original purchase price, but more upon scientific and workmanlike repairs, therefore bring your shoe repairing here and obtain the advantage of modern machinery and long experience—32 years at this place.

## OLSEN'S SHOE SHOP

34 Baldwin Ave.  
Telephone Green 38

The Red Cross is the greatest employer of labor in the world. It has 8,000,000 volunteer women workers in one department.

## TRADE AT HOME

Our merchants are making a special effort to attract Christmas trade this week and the loyal citizen will respond to the greatest possible extent. We all want to build up Sierra Madre and the quickest as well as the surest way is to put your money into circulation where it will return to you again. Money spent outside of town never returns.

Every business house in Sierra Madre has an advertisement in the News this week. You may lose an opportunity for economical buying if you fail to read them—read 'em all.

## JOIN.

Do your Christmas shopping early.

## JOIN.

In making your Christmas purchases now you are not only benefiting yourself but materially aiding the government.

## JOIN the Red Cross.

All government committees urge "early Christmas shopping" as the only means of avoiding transportation congestion the last of the month. Buy it now.

## JOIN the Red Cross.

Don't spit on the sidewalk or you're liable to get pinched.

## JOIN the Red Cross.

One good turn deserves another. Our boys were the principal factor in winning the war. Will we dig up for the Red Cross—we will.

Red Cross and red tape have nothing in common.

## DON'T MISS THIS CHANCE

In another column will be found an appeal from City Nurse Kate Brewington for contributions for our worthy, but needy neighbors. We feel that everyone wants the joys of the most glorious Christmas the world has known since the birth of our Saviour, to cover the entire community without missing a single person, and that it is only necessary to mention the matter to obtain a liberal fund and contributions of food and clothing.

## JOIN the Red Cross.

The fine "shirt sleeve" summer weather was interrupted Saturday long enough to allow a generous rain to soak in, putting the ground in perfect condition for the plow, spade and hoe, but faithful Old Sol was on the job as usual Sunday morning.

## JOIN.

## ANNUAL MEETING COUNTY FARM BUREAU ON DEC. 19

The postponed annual meeting of the Los Angeles County Farm Bureau will be held in Room 359 Court House, Corner North Broadway and Temple streets, Los Angeles. Annual reports from all committees; annual report from the Farm Adviser will be heard. Election of officers for the ensuing year will be held. All members of the Farm Bureau are urged to attend and take part in this general meeting.

## JOIN the Red Cross.

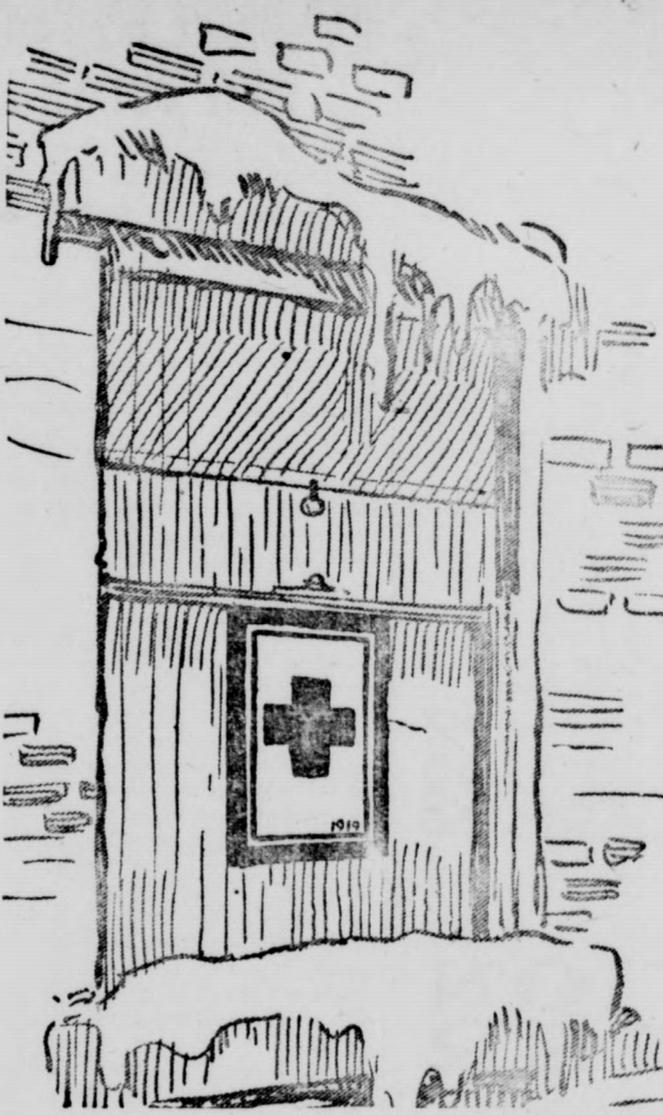
The Yuletide tea announced to be held at the Red Cross Chapter rooms Saturday, December 14th has been postponed until further notice.

A large quantity of orange marmalade has been put up by the members recently and is for sale at the chapter rooms. There are also some jams, jellies and preserved fruits for sale.

## JOIN.

## RED CROSS TEA POSTPONED

The Red Cross workers have definite instructions not to encourage any one to join more than once.



## Fly your flag—

The work of the Red Cross must go on—it will go on, and you must make it possible.

This is Red Cross Week. It is the only opportunity you will have to join the Red Cross, for the year 1919, or to renew your old membership.

As soon as you join and get your flag, put it in the front window of your home—let all the world know you are a member of that great organization of humanity and that you are proud to belong.

Join the Red Cross  
—all you need is a heart and a dollar

Red Cross investments pay the finest dividends.

From cities to cross roads, its banners unfurled, the Red Cross cheerfully mothers the world.

The flame of the Red Cross lights the refugee's way.

This comes but once a year. The Red Cross comes every day. Ask any of our fighting men.

Show me your Red Cross membership button and I'll tell you what kind of an American you are.

## REAL ESTATE &amp; INSURANCE

Special Attention to Renters  
Going to Buy?—Consult my lists.

Want to Rent?—Inspect my properties.

A. N. ADAMS

Phone Black 8.

22 North Baldwin Ave.

The Red Cross lights the dark-est road.

Red Cross Dollars work while you sleep.

USEFUL PRESENTS  
for Christmas and New Years.....

Useless and expensive "novelties" are not in fashion as Holiday gifts this year. The lessons we have all been taught in conservation and economy are being followed in the selection of presents. In our complete stock of

## Dry Goods, Gent's Furnishings and Notions

will be found just the things that "He" and "She" will most appreciate and you will be surprised at the close prices we will quote you during the next two weeks.

We want you to drop in and make yourself at home, whether you make a purchase or not. Look over our stock at your leisure. You're very welcome. Purchases held until Christmas if desired.

J. F. SADLER & CO.

Standard Patterns Phone Black 85 Warner Corsets

## The Work of the Red Cross must go on

Distress calls!

The misery and sickness and destitution throughout the world make relief work necessary, on a scale never before dreamed of.

When distress calls, the Greatest Mother in the World answers "HERE!"

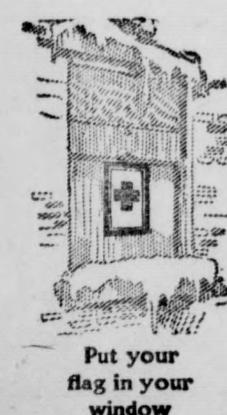
Now, the Red Cross calls!

The annual Christmas Roll Call of members echoes throughout the land this week.

When your name is called, you are going to answer "HERE!"—because you know your duty and you'll do it.



Wear your membership button

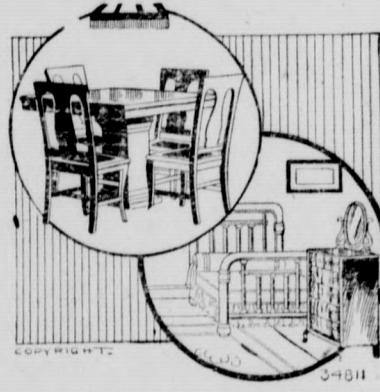


Join the Red Cross  
—all you need is a heart and a dollar

THIS PAGE ENTITLED

# Furniture for CHRISTMAS

What would be more appropriate and economical, this year when we are all conserving, than a set or piece of useful FURNI-



TURE, which will be a constant reminder of the giver.

We invite your deliberate inspection and assure you that the prices will save you money.

**BERGIEN BROS.**

## PERSONAL MENTION

JOIN.

Mr. and Mrs. S. R. Norris are enjoying a visit from his brother Chas. Norris and his wife, of Montreal, Canada, who will remain for some weeks.

We ask the indulgence of our readers this week for the lack of local news, as the entire News force has devoted its time to work on this Red Cross edition which, you will agree, is of far more importance.

JOIN.

Four or five spurious checks were arrested here the first of the week—instead of the man who wrote them.

News Phone—Black 42.

Messrs. Hawks, Jones, Whiting and Mitchell attended a banquet at Pasadena Wednesday evening, given by the Tournament of Roses committee to representatives of the cities of Southern California, who were unanimous in their offer of support in making the Victory Tournament of Roses, New Year's day, the best ever held. Mayor Mitchell in his usual happy manner, pledged the enthusiastic co-operation of Sierra Madre.

Please phone us news items. Phone Black 42.

M. C. Taylor and wife left Wednesday, in their automobile for Wilcox, Arizona, where they will reside in the future. Mr. Taylor has a fine position in a bank at that place. His many friends here will join the News in wishing them the best of luck.

The Dr. Barr property at 57 W. Mira Monte Avenue was sold to Mr. W. H. Wise, of Long Beach. Mr. Wise is making extensive improvements on the place which he expects to occupy for week-ends for his family and for the benefit of his employees. A. N. Adams handled the deal. The Stilson place at 255 North Hermosa Avenue of three lots and six room house has been sold to J. F. Whiting, who moved his family in yesterday. A. N. Adams handled the deal.

Pasadena's annual Rose Tournament will be thrown open to the world this year on New Year's day and all Southern California invited to participate in its floral parade.

Mr. Martin Lyons, of Kansas City, Mo., an attorney well known in the Central West, will spend the winter here.

Mrs. W. Lantip, and little daughter Elizabeth, late of Los Angeles are new residents here.

Mr. C. B. Langley, until recently, editor of the Ojai, at Ojai, Cal., made this office a friendly call Tuesday. Mr. Langley and his family have moved into the property at 227 South Baldwin, and will make this place their home.

Mr. and Mrs. A. H. Zoller and Mr. and Mrs. W. B. Clark, of San Pedro, spent the week-end with Mr. and Mrs. A. H. Zoller, 192 West Central Avenue.

### HIGH SCHOOL PUPILS ATTENTION

Prof. Wilson, principal of the Pasadena High school asks us to request the High school pupils here to call at the News office and leave a list of the school books they require, giving locker number, before nine o'clock on Monday. If new books are ordered, pupils must meet the school truck at the News office between 11 and 12 o'clock on Tuesday to pay for them when delivered.

## Join the Red Cross

The fighting at the front has ceased, but the Drives at home continue.

### The First National Bank

urges you to continue in your patriotic conduct, by keeping your W. S. S. pledge joining the Red Cross; paying your United War Work pledge and patronizing your home banking institution, where your money is absolutely safe and you may receive courteous attentions.

### FIRST NATIONAL BANK Sierra Madre, Cal.

### THE RED CROSS CHRISTMAS ROLL CALL

By John T. Cantwell, Bishop of Monterey and Los Angeles California

Happily has this Christmas eve been chosen by the American Red Cross to appeal once more to the people of this country for the needed funds to carry on its humanitarian work.

The Red Cross has done more than all other organizations to soften the asperity of the bitter conflict and to assuage its cruelties. It feeds the hungry and clothes the naked; it gives shelter to the homeless and consolation to the bereaved.

The American Red Cross has built in this country a platform where all religions and all races find strength and kinship. Necessity alone is the open sesame in its ministrations.

One memory is sure to survive the war. It is the consciousness of the blessed and kindly work during these years by the American Red Cross. In these brighter days it will be for each of us a privilege and a joy to give generous support to the Red Cross and help develop its efficiency and make more kindly its ministrations.

### News Liners

FOR SALE: Fine White Leghorn cockerels. W. A. Evans, Green 16. 10-11

AUTO CRANK LOST: Name of E. B. Burroughs stamped on shank. Reward for return to News office. 7tf

FOR SALE—Oat hay, ton lots, \$28 f. o. b. Johansen Ranch, S. W. Corner 6th and Walnut Ave., Arcadia. 11-12

WANTED—Room and board in private family where there are no sick, by refined gentleman. Address News office. 11\*

FOR SALE—One 216-egg Jubilee incubator in A-1 working order, used only three times. Will sell for \$12; also two good out door lamp brooders \$1.50 each. 313 West Mariposa. 11\*

### CHANGE IN RATES

From this date the charge for installing a telephone will be only \$3.50, instead of \$5.

Sierra Madre Tel. & Tel. Co.

### BOYS AWAIT BULLETIN FOR NEWS FROM HOME

American soldiers in camps and hospitals in Great Britain are now able to keep in touch with affairs at home through the medium of a daily bulletin service which has been established by the American Red Cross.

Army officers say the service fills a long-felt want, providing the men with sporting and home news they cannot find in the English newspapers.

The arrival of the bulletin is now one of the big daily events. In this connection a Red Cross worker in England sends the following message to National Headquarters in Washington:

"After talking with the boys about the daily news service I have been told to notify you that if the bulletin is discontinued you will be court-martialed and shot."

There are 3,873 chapter in the American Red Cross story. And not a dull one in the lot.

### BURY YOUR GARBAGE

A suggestion to people who feed their garbage to chickens.

Dig a deep hole in the chicken yard; rake the garbage into the hole and cover it with a layer of dirt after the garbage has been picked over by the chickens one day. This prevents the garbage from lying on the ground until it becomes offensive by decay or hatching flies. Help keep the city sanitary.

KATE BREWINGTON,  
City Nurse.

Our soldiers and sailors look to the Red Cross for comforts. They have never been disappointed.

Join yourself, your wife and the children—join the whole family.

JOIN.

### W. F. HATFIELD

## Real Estate INSURANCE

LIFE FIRE AUTOMOBILE

Every Red Cross dollar is the answer to a prayer.

More than 700 Red Cross canteens on the railroad lines of this country.

Every dollar contributed to the Red Cross war fund buys a dollar and two cents worth of relief.

**CIGARS,  
TOBACCO,  
and CANDIES**

Magazine and Newspapers  
Your Patronage Solicited

**FRED STUESSY**  
Phone Green 85. Next to P.O.

More than 4,000,000 knitted articles have been distributed among the training camps in this country by the Red Cross.

## Shoe Repairing



I want your work and will guarantee complete satisfaction, in fact I insist upon it, because I expect you to be a "repeater" customer.



### SHOE HOSPITAL

W. H. LESLIE

No. 6 North Baldwin Avenue

You cannot go to your boy but the Red Cross can.

More than 20,000 French children are aided directly or indirectly by the American Red Cross.

## CHRISTMAS Gifts

HERE is a fine sentiment about jewelry as a Christmas gift that applies to scarcely any other article. Your gift should preferably be something which the recipient desires but may not feel like getting for him or herself. When you give jewelry your gift is a lasting reminder of the sentiment which prompted the gift.

My stock is new and carefully selected. It contains watches, clocks and a variety of jewelry for personal use.

Standard makes of watches in many styles, for men and women, boys and girls, will solve the problem of the very best gift for many people.

A nice clock is a gift which the whole family will appreciate.

### Economy in Buying at Home

Many Sierra Madre people are finding to their delight that they can buy in this store to better advantage than in the larger cities. Come in and see for yourself.

OPEN EVENINGS TILL CHRISTMAS

## FRANK FRAIBERG

JEWELRY AND REPAIRS  
Opposite P. E. Station



FILL HIS STOCKING WITH A CHRISTMAS MEMBERSHIP.

## WHAT WOMEN ARE DOING FOR SOLDIERS IN FRANCE

### Fight in the Ranks of the Red Cross Against Pain, Disease and Death.

They have known very well the risks they were taking—the two thousand and more women who have gone to France for varied services under the American Red Cross, and the more than nine thousand nurses whom the American Red Cross has assigned to foreign duty under the United States Army and Navy Nurse Corps.

They went under orders, as soldiers do; prepared for any emergencies as soldiers do; they assumed many strange and unforeseen tasks, as soldiers do. Literally, they went as fighters, against pain, disease and death.

A "mobile surgical unit" of nurses—those words don't mean very much, perhaps, the first time we hear them. But see such an unit follow an army up to an advanced post; see how the nurses work with steady hands beside the surgeons as the stretchers with the newly wounded are brought in. See thousands of them in evacuation hospitals, base hospitals, convalescent hospitals, tuberculosis hospitals; some of them in French military hospitals where sometimes our men are sent to them with their specialized skill in head surgery, or fracture work, or psychiatry—all these women who keep head and hand cool and steady when the ambulances unload great harvests of wounded. Then we say the words "Our Soldiers," "Our Sailors," "Our Marines."

On the night of March 25th, when the Germans were fast advancing, and already within six kilometers of Aan, an outpost of Compiegne, two American doctors remained, who under order of the French government, had sent the patients and personnel of their hospital back the night before. The artillery was deafening, but the American Ambulance sections kept bringing their wounded to Aan. These doctors said that as long as the American boys brought them wounded they would operate. Two nurses volunteered from Compiegne, and so in the deserted chateau the two surgeons, the two nurses and the ten drivers worked calmly on, while the buzz of aeroplanes shook the air, and the blasting guns shook the earth.

A dollar in the Red Cross is worth two in the bank.

One touch of Red Cross makes the whole world kin.

PIANO LESSONS  
MRS. W. L. FINDLAY  
180 N. Adams St.

Will give lessons on the Piano

Each Afternoon at her Resi-

dence, 180 North Adams St.

Phone Main 46

Highland and

Blue 55

Pasadena, Cal.

Hours 2 to 4 Telephone FO 353

Residence 72 W. Alegria Main 111

Red Cross relief helps to mini-

imize grief.

Oil Rub Phone Blue 36

Massage

Hours 2 to 4 Telephone FO 353

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# SIERRA MADRE Bakery

The Christmas Season will bring its joys and pleasures, but the people must eat regularly just the same.

You will find our Groceries and Bakery goods satisfactory in every way.

## A Few of Our Prices

Coffees at	20c, 30c, 35c, 40c
Teas the best at	60c and 70c
Bacon at	60c
Ham	50c
Prunes, extra fancy	25c
Buttermilk	13c
Cookies	10c
Pies	18c
Oleomargarine	42c
Choice Fruit Cake	35c
Best Mince Meat in town	per pound 25c

**D. J. MILLARD**

### THE PASADENA ROSE TOURNAMENT

For the first time in its history, the Pasadena Rose Tournament Association will on January 1 be represented by an official entry in the great floral pageant, which will this year be the predominating feature of a peace and victory celebration.

The association entry will not compete for a prize, but undoubtedly will be one of the most beautiful ever seen at these annual floral festivals. The Rose Tournament idea will be carried out in the decorations.

which will consist entirely of roses in various colors.

With the parade in the morning, the football game in the afternoon for the service team championship of the United States, and the brilliant Rose Tournament ball at Hotel Maryland in the evening, the day will offer something of interest to everyone.

Sporting writers of the Pacific coast are spending much time speculating as to which football team is most apt to win in the elimination series now being played to determine which western squad shall have the honor

We wish to correct a statement in another column, where in the advertising manager stated that every business house in the city was represented with an advertisement in this issue of the News—three got away. Read all the ads. and see which ones escaped.

### JOIN.

Do your Christmas shopping early.

### Uncle Eben.

"De actual producer," said Uncle Eben, "don' make de mos' noise. Dar never yet was a hen dat cackled as loud as a rooster kin crow."

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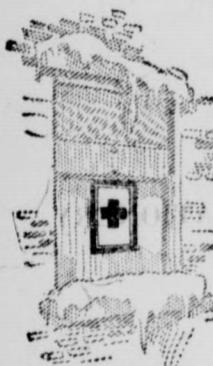
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Do your Christmas shopping early



## The seriousness of one—the happiness in the obligation of the other



Put your flag in your window—let your neighbors know you haven't forgotten Belgium and France—and our boys who remain overseas.

But both are badges of honor—one standing for exceptional valor on the battlefield—the other, for membership in the greatest of all humanitarian organizations, *your* American Red Cross.

The work of the soldier is practically finished.

The work of the Red Cross has really just begun. Your membership and the moral support such membership gives are essential in carrying on Red Cross activities.

Let us all realize that in our happiness of another Christmas of Peace and Plenty—let us not forget the sufferings and privations of our war-torn friends across the sea—let us make our Christmas festival a Red Cross Christmas with full membership in every American home.

**Join the Red Cross**  
—all you need is a heart and a dollar



Wear your  
Button  
Will you be  
wearing your  
membership  
button when  
the boys come  
home?

Join

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Real Estate, Loans and Insurance

Exchange 21

27 North Baldwin Avenue

**M**INIMUM first cost and MINIMUM per mile operating COST are the essentials most SOUGHT after in the selection OF A HIGH GRADE motor car.

We offer you the solution, a DODGE BROTHERS MOTOR CAR. Time Payment's Arranged.

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Anywhere — Any Time — Night Calls A Specialty  
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Special Rates by the Day—Minimum for Local Calls 25c

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N. E. Cor. Highland and Mt. Trail Phone Black 122

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### Ye Alpine Tavern and Cottages

More than 5000 Feet in Skyland  
2000 Square Miles Before Your Eyes

For your health's sake, spend a week or week-end at this famous resort in the pure mountain air among the pines and oaks.

American Plan European Plan

Housekeeping Cottages

Make reservations at P.E. Information Bureau, Los Angeles

FIVE TRAINS DAILY

8, 9, 10 A.M., 1:30 and 4 P.M.

### Pacific Electric Railway

G. E. MESECAR, SIERRA MADRE AGENT

Phone Red 24

#### CERTIFICATE OF BUSINESS

##### Fictitious Firm Name

The Undersigned does hereby certify that he is conducting a newspaper and printing business at Sierra Madre, California, under the fictitious firm name of Sierra Madre News and that said firm is composed of the following persons, whose names and addresses are as follows, to wit:

J. F. Whiting, Sierra Madre, California.

Witness my hand this 5th day of December, 1918.

J. F. WHITING,  
State of California, County of  
Los Angeles, ss.

On this 5th day of December in the year nineteen hundred and eighteen, before me, S. R. G. Twycross, a Notary Public in and for said County, residing therein, duly commissioned and sworn, personally appeared J. T. Whiting known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same.

[Seal] Witness my hand and official seal.

S. R. G. TWYCROSS,  
Notary Public in and for said  
County of Los Angeles, State of  
California.

#### NOTICE

Notice of the Annual Meeting of Stockholders of the First National Bank, Sierra Madre, California.

Please take notice that the regular annual meeting of the stockholders of The First National Bank of Sierra Madre, California, will be held at the banking rooms, S and E of the Kersting Building in the City of Sierra Madre, County of Los Angeles, California on Tuesday, the 14th day of January, A. D., 1919, at the hour of 4 o'clock P. M., for the purpose of electing directors for the ensuing year and for the transaction of such other business as may come before the meeting.

F. W. NUETZEL, Cashier.  
Dated Dec. 13, 1918.

## EASING THE CARES OF SOLDIERS' FAMILIES

The ten thousand Home Service Sections of the American Red Cross, in their work of looking after the families of the enlisted men, are doing wonders for the morale of the army. Our fighters are not men who are going to worry about themselves, but if they do not get cheerful letters from home, or if anything goes wrong there, they are going to worry, and that delicate thing the army men call morale is going to be disturbed. It is to safeguard against this and also to prevent needless suffering and to promote that spirit of neighborliness and kindly aid that binds each community into an organic whole that the Home Service was organized.

Over 50,000 workers are serving on these ten thousand committees, which reach into every corner of the country, however remote. Not a town or village or crossroads that is not within reach of the Red Cross; not a wife or child or mother of a man in service who cannot claim the ready aid of the Red Cross workers.

More than 300,000 families of American soldiers and sailors have been relieved of money troubles, legal difficulties and worries of all sorts by the protecting arm of the Red Cross. If the allowances of allotments under the War Risk Insurance law do not come the matter is at once referred to Red Cross Headquarters, taken up with the proper government bureau and promptly straightened out. If, through the delay, the family finds itself in need of money sums are advanced to tide it over until the allotment arrives. During July over sixty thousand inquiries of this kind were received, and more than third of these were taken clear through to headquarters before they could be straightened out.

#### FOR ITALY'S BABIES.

Motherhood in Italy just now is not the joy that it might be for the poor women are at their wits ends to clothe the children already in the family, not to mention the preparation for the little newcomers. Perhaps the most appreciated gifts of the American Red Cross at this time are the layettes which are being given to the mothers of Italy. Each layette consists of twenty-four pieces and includes four bright colored swathing bands, so dear to the heart of the Italian woman. Twenty layettes a week are needed at Choggia alone.

"Virginia is consistent in everything, isn't she?"  
"What now?"  
"Why, her new mermaid gown is to be made of wintered silk."

#### Why Not?

"Twas in her darkest hours,  
When the maid was in despair,  
Her lover sent her flowers,  
And the flowers scented the air.

#### TRIBUTES FROM SECRETARY BAKER

Following a tour of South England, Secretary of War Baker made this comment on the work done by the American Red Cross for our boys:

"These are the things which count. The American Red Cross is to be congratulated on the way in which it is looking after our boys. It is doing fine work."

Following his return from France, Secretary Baker wrote this note to the American Red Cross in London:

"I left London so shortly after my drive to Winchester that I had no early opportunity to thank you for the courtesy of the touring car which you placed at my disposal for the trip. On this trip to Europe I have received fresh and noteworthy evidence of the astonishing efficiency of the American Red Cross operations in France and England. I have been delighted to see how much the American Red Cross has done to weld hearts of the allied people together."

#### Replacing the Orchards.

The American Red Cross has given \$10,000 to assist in the replanting of trees in the orchards laid bare by the Germans. With this sum 40,000 fruit trees will be replaced in the devastated orchards of Belgium and northern France.



All you need is  
a heart and a dollar

## Useful Gifts

ALUMINUM WARE  
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RADIANT GAS HEATERS  
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## The Colder the Weather— The More Fuel Necessary

whether it is coal for the furnace, or fuel for the human body.

The body to withstand the rigors of winter, must have plenty of wholesome, energizing food.



Eat More

## Swift's Premium Oleomargarine

It is delicious and wholesome—the healthful spread for bread—sweet—pure and clean.

Not touched by hand in manufacture or packing. Contains the growth elements that children require.

It is the most widely distributed brand of Oleomargarine.

Saves 20 cents or more a pound. Is also splendid for cooking.

#### Other Quality Brands



Best White  
Oleomargarine



Made From Nuts  
and Milk

Swift & Company, U.S.A.

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